



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

CONTRACT

<u>Contract / Revision</u> 500821 /		<u>Alt Order #</u> 06401395
<u>Product</u> NOW OR NEVER PAC MO		
<u>Contract Dates</u> 11/01/12 - 11/06/12		<u>Estimate #</u> N01N06
<u>Advertiser</u> Now Or Never PAC		<u>Original Date / Revision</u> 11/03/12 / 11/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1046	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group
814 King Street, Suite 400
Alexandria, VA 22314
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KCTV	11/01/12	11/06/12	Price is Right	10-11am		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				4	\$800.00			
2	KCTV	11/01/12	11/06/12	Young & Restless	11am-12n		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				1	\$800.00			
N 3	KCTV	11/01/12	11/06/12	KCTV5 News @ Noon	12-1230pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	MT--F--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KCTV	11/01/12-11/07/12	KCTV5 News @ Noon	12-1230pm	MTu---F----	:30		\$500.00	NM		
				Credited								
	4	KCTV	11/01/12-11/07/12	KCTV5 News @ Noon	12-1230pm	MTu---F----	:30		\$500.00	NM		
				Credited								
N 4	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
	2	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
	3	KCTV	11/01/12-11/07/12	Ellen	3-4pm	M-----F----	:30		\$500.00	NM		
				Credited								
5	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$600.00			
6	KCTV	11/01/12	11/05/12	KCTV5 News @ 5P	5-530pm		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$700.00			
N 7	KCTV	11/01/12	11/05/12	KCTV5 News @ 6P	6-630pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M---F--				3	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
500821 /	06401395

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	NOW OR NEVER PAC	N01N06

<u>Advertiser</u>	<u>Original Date / Revision</u>
Now Or Never PAC	11/03/12 / 11/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
	1	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
	2	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
	3	KCTV	11/01/12-11/07/12	KCTV5 News @ 6P	6-630pm	M-----F----	:30		\$700.00	NM		
				Credited								
D 8	KCTV	11/03/12	11/03/12	KCTV5 News @ 5P Sat	Sat 5-530p		:30			NM	0	\$0.00
9	KCTV	11/03/12	11/03/12	KCTV5 News @ 6P Sat	6-630pm		:30			NM	1	\$350.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1-				1	\$350.00			
10	KCTV	11/04/12	11/04/12	KCTV5 News @ 5:30 P Sun	530-6pm		:30			NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1				1	\$900.00			
	1	KCTV	10/29/12-11/04/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30		\$900.00	NM		
				Credited								
11	KCTV	11/01/12	11/05/12	Letterman	1035-1137pm		:30			NM	2	\$1,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		11/01/12	11/07/12	M---F--				2	\$500.00			
12	KCTV	11/03/12	11/03/12	Delayed Criminal Minds	SA		:30			NM	1	\$300.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1-				1	\$300.00			
13	KCTV	11/01/12	11/05/12	KCTV5 News @ 10P	10-1035pm		:30			NM	3	\$3,600.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		11/01/12	11/07/12	M---F--				3	\$1,200.00			
14	KCTV	11/03/12	11/03/12	KCTV5 News @ 10P Sat	10-1035pm		:30			NM	1	\$1,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00			
15	KCTV	11/04/12	11/04/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1				1	\$1,200.00			
	1	KCTV	10/29/12-11/04/12	KCTV5 News @ 10P Sun	10-1030pm	-----Su	:30		\$1,200.00	NM		
				Credited								
16	KCTV	11/04/12	11/04/12	Off the Bench	10:20p-11p		:30			NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		10/29/12	11/04/12	-----1				1	\$600.00			
	1	KCTV	10/29/12-11/04/12	Off the Bench	10:20p-11p	-----Su	:30		\$600.00	NM		
				Credited								
17	KCTV	11/01/12	11/05/12	Ellen	3-4pm		:30			NM	3	\$2,400.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		11/01/12	11/07/12	M---F--				3	\$800.00			
N 18	KCTV	11/01/12	11/05/12	Inside Edition	630-7pm		:30			NM	0	\$0.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>												
Week:		11/01/12	11/07/12	M---F--				1	\$400.00			
	1	KCTV	11/01/12-11/07/12	Inside Edition	630-7pm	M-----F----	:30		\$400.00	NM		
				Credited								

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<u>Contract / Revision</u>	<u>Alt Order #</u>
500821 /	06401395

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	NOW OR NEVER PAC	N01N06

<u>Advertiser</u>	<u>Original Date / Revision</u>
Now Or Never PAC	11/03/12 / 11/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
19	KCTV	11/02/12	11/02/12	Fri 8-9pm	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Fri 8-9pm	8-9pm	-----F----	:30		\$2,000.00	NM		
	Credited											
20	KCTV	11/03/12	11/03/12	Saturday 7-8pm	7-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Saturday 7-8pm	7-8pm	-----Sa--	:30		\$1,000.00	NM		
	Credited											
21	KCTV	11/03/12	11/03/12	Sat 8-9pm	8-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	Sat 8-9pm	8-9pm	-----Sa--	:30		\$1,000.00	NM		
	Credited											
22	KCTV	11/03/12	11/03/12	NCAA NON-MIZZOU FOOTEVARIOUS			:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2-				2	\$4,000.00			
23	KCTV	11/04/12	11/04/12	9:30 AM-10:00 AM	930-1130am		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$1,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KCTV	10/29/12-11/04/12	9:30 AM-10:00 AM	930-1130am	-----Su	:30		\$1,500.00	NM		
	Credited											
24	KCTV	11/04/12	11/04/12	Chiefs Game Day	SU 10a-11a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----2				2	\$2,000.00			
25	KCTV	11/03/12	11/03/12	NCAA Football Prime Time	Various		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1-				1	\$3,200.00			
26	KCTV	11/04/12	11/04/12	Delayed Off the Bench	11-1130p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$600.00			
27	KCTV	11/05/12	11/05/12	Mon 7-8pm	7-8pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	M-----				1	\$4,000.00			
28	KCTV	11/04/12	11/04/12	Chiefs Game Day	SU 10a-11a		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$2,100.00			
N 29	KCTV	11/06/12	11/06/12	More in the Morning	5a-6a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$400.00			
N 30	KCTV	11/06/12	11/06/12	More in the Morning 6A	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$500.00			
N 31	KCTV	11/06/12	11/06/12	CBS Early Show	7-9am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/12	11/07/12	-T-----				1	\$400.00			

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KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com

www.kctv5.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
500821 /	06401395

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/12 - 11/06/12	NOW OR NEVER PAC	N01N06

<u>Advertiser</u>	<u>Original Date / Revision</u>
Now Or Never PAC	11/03/12 / 11/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																										
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
N 32	KCTV	11/06/12	11/06/12	M-F 9-10am	9-10am		:30			NM	2	\$600.00																										
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>11/01/12</td><td>11/07/12</td><td>-T-----</td><td></td><td></td><td></td><td>2</td><td>\$300.00</td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				Week:		11/01/12	11/07/12	-T-----				2	\$300.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/01/12	11/07/12	-T-----				2	\$300.00																													
N 33	KCTV	11/06/12	11/06/12	Price is Right	10-11am		:30			NM	1	\$900.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/01/12	11/07/12	-T-----				1	\$900.00																													
N 34	KCTV	11/06/12	11/06/12	CBS Soaps	1230-3pm		:30			NM	1	\$500.00																										
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																													
Week:		11/01/12	11/07/12	-T-----				1	\$500.00																													
Totals											39	\$42,750.00																										

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$42,750.00	\$36,337.50
Totals	39	\$42,750.00	\$36,337.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.